

Serial Number: 10/065,870
Filed: 11/26/2002

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Specification Amendments

[0013] One embodiment of the invention is shown in figures 1-5. A cord retainer may be formed from two halves. A first portion 10 is formed from a body 20 configured to mate with a retaining member 30. The retaining member 30 is configured to contain a magnet 40. When the body 20 is mated with the retaining member 30, the magnet 40 is securely held within the body 20. An aperture 45 in the retaining member 30 or body 20 forms a female portion that may be used to allow a flat portion of the magnet 40 to be externally accessible. The body 20 and retaining member 30 may be mated together via at least one hook 50 and corresponding ledge 60 formed in the body 20 and retaining member 30. Alternative mating configurations between the body 20 and the retaining member 30 may include pins/sockets, threaded and or adhesive interconnection. The body 20 and retaining member 30 may be formed from, for example, plastic, acrylic or polycarbonate material.

[0015] The magnet 40 of the first portion 10 attracts the ferrous member 80 or magnet 40 of the second portion 70. When the first portion 10 and the second portion 70 are brought together, the raised contact area 100 may extend into the aperture 45, if present, and be held by magnetic force close to or in contact with the magnet 40, whereby the first portion

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10 and the second portion 70 are detachably held together. The fit of the raised contact area 100 into the aperture 45 increases the force required to separate the first portion 10 from the second portion 70 by preventing a separation direction that is perpendicular to the magnetic field of the magnet 40.

[0020] As described, the invention provides an inexpensive, unobtrusive and reliable means for retaining a cord. Thereby protecting the cord from damage and or preventing the cord from becoming a safety hazard.

{Table of Parts}

10 first portion
20 body
30 retaining member
40 magnet
45 aperture
50 hook
60 ledge
70 second portion
80 ferrous member
90 rim
100 raised contact area
105 support member

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110 clip

120 cord

130 retaining tab